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to: Mr. W. Bouck  
from: Ms. J. Jones  
subject: Phase I Hercules Packaging Study--Topline Data

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Summary

The Phase I Hercules Packaging study conducted on May 8 in Chicago and May 9 in Philadelphia suggests that: a) the dark air-cured model is a good menthol cigarette, b) the idea of freshness as conveyed by foil packaging is important, and c) execution of the idea in Hercules packaging could be improved.

Procedure

The Hercules foil overwrap package and dark air-cured cigarette were evaluated in 44 one-on-one interviews and four group discussions. The groups also evaluated a foil package with tear tape at the top. Participants were full flavor and flavor low menthol smokers (primarily 85mm) between the ages of 18 and 35. Results are based on opinions from 52 females and 30 males.

Results

Smokers' general impressions of the dark air-cured menthol cigarettes were that they were mild and smooth, with a good amount of menthol.

The foil overwrap package was of interest for conveying the idea of freshness. It was viewed by some as interesting, unique, and as being tear-proof. Disadvantages were the extra trash, wasted materials, and the inconvenience of extra manipulations to get into the pack.

Suggestions for improving the foil pack included moving the tear tape to the top, incorporating the opening into one motion, keeping the foil on the pack, and offering a reveal option. Of the 38 group participants and 20 interviewees who were shown tear tape at the top, two preferred Hercules (for the larger tear tape), five did not have a preference, and 51 preferred tear tape at the top.

Results suggest that alternative executions of foil packaging should be explored. Freshness is an important attribute to smokers, and there is interest in seeing foil incorporated into cigarette packaging. It does not appear, however, that Hercules is the optimal execution.

Additional information from Phase I testing will follow.

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